

Honors College Invitations: An Exploration in Origamic Architecture

An Honors Thesis by:

Kathryn Marinaro

Thesis Advisor:

Kevin Klinger



Ball State University
Muncie, Indiana

April 2008

Date of Graduation: May 2008

2025-03-03

4/2/08

Joe and Carol Trimmer Award For Outstanding Senior Honors Project review committee.

Katie Marinaro is one of the most diligent students with whom I have had the pleasure of teaching, and her Honors Thesis project, Honors College Invitations, an Exploration in origamic architecture, comes highly recommended for the Joe and Carol Trimmer Award For Outstanding Senior Honors Project. The ability to think creatively is one of Katie's important strengths. Katie has a strong work ethic, and a natural curiosity that leads her to search for rigorous solutions to design problems. With these attributes, combined with her talent, she always reaches excellence. She holds much promise as a student, designer, and future business leader.

The scale and scope of her honors thesis is nothing to overlook. Katie took on an immense challenge when she developed this idea and embraced the chance to work with graphic design industry professionals. Even with the expected output of 250-300 cards, this daunting task did not sway her confidence or the quality of the final product. Katie's fortitude and endurance helped her meet tight deadlines. Upon her first meeting with University Marketing and Communication, Katie started working with Ted Buck to ensure the quality and content of the invitations. This interaction gives her practical, professional experience for her future career in graphic design. Another aspect that should be taken into consideration is the extent of the manual labor. The card designed required manual scoring and popping-out of each of the 400 completed cards. Katie worked on the production of the origamic cards for over 40 hours, yielding 400 cards, one hundred more than originally required. Her persistence is an incredible attribute to her, and I am not able to think of someone with a better work ethic. Public speaking is a difficult task for anyone, especially college students. Katie was kind enough to agree to speak at the Honors College event on April 14th to let the future college students know about her honors thesis and the multitude of other immersive and study abroad opportunities in which she has participated.

Katie is very interested in developing this project into a full business. Her curiosity of the business world and the potential for her company are guiding her to a full launch of her company. She is currently working on a business plan with a student from the Entrepreneurship department at Ball State University.

Her future is quite promising. With the honor of the Joe and Carol Trimmer Award For Outstanding Senior Honors Project, Katie will continue on a pathway to success. Her innovative graphic design ideas will evolve into exciting projects with a strong business potential. Based on my range of interactions with Katie, I have no doubt that she will not only develop top quality design, but will find a way realize the design potential in the marketplace.

Katie Marinaro's project, Honors College Invitations, an Exploration in origamic architecture, receives my strongest recommendation for the Joe and Carol Trimmer Award For Outstanding Senior Honors Project.

If you have any further questions, please do not hesitate to contact me.

Sincerely,

KRM

Kevin R. Klinger,
Director, Institute for Digital Fabrication
Associate Professor of Architecture
krklinger@bsu.edu

Abstract

In today's ever-changing, technological world, visual communication is evolving into new mediums to catch the eye. Over the past four years I have developed a passion for origamic architecture, or pop-up cards. These forms allow one to interact in a new way with the paper medium. For my honors thesis I wanted to challenge this passion by creating a graphic design project using origamic architecture. I approached University Marketing and Communication to help me form a unique project that would allow me to reach a greater audience with my design and gain real-world experience in a professional office. Over three and a half months I worked on the design and production of 400 pop-up invitations for an Honors College event for incoming freshmen. The following pages show the progression of this project. The final portion, not included here, will be a presentation at the actual event where I will discuss the opportunities I've had at Ball State University, my study abroad experiences, and my honors thesis.

Acknowledgements

I would like to thank Kevin Klinger for his support and help as my advisor. His belief in my ability has helped me grow greatly through this thesis.

I would also like to thank University Marketing and Communication for helping me create this opportunity, embracing new technology and innovative design, and allowing me to share my experiences with incoming students at the Indy Center event.

I would like to specifically thank Ted Buck for his dedication to this project and seeing it through to its completion.

Author's Statement

Experience, opportunity, challenge; these three elements drove my honors thesis project, Honors College Invitations: An exploration in origamic architecture. While forming my original idea, I wanted real world experience in my career area, graphic design, and I wanted to work at a large scale to reach a larger number of people. My focus was on my origamic architecture (pop-up) card designs and how I could convey information through these cards. I approached Ball State's University Marketing and Communication (UMC) to help me develop a project in collaboration with their designers and professionals. I worked directly with Ted Buck, and, with his help, we created an opportunity to use my pop-up designs as invitations for an Honors College event for incoming freshmen. This event will be held at the Ball State Indianapolis Center on April 14th. Not only will my cards communicate the event's information, but they will also allow these new students to start to see a few of the myriad of opportunities they have available to them at Ball State University.

This project was taken very seriously as one of UMC's special projects. I was given a creative brief to explain what they expected from me as a freelance designer and we coordinated a tight schedule so that the cards would be ready to mail out during spring break. I was asked to make 250-300 cards for the event, depending on how many I would be able to make in the short period of time. I began the design development over Christmas break. With this design I tried to express my experiences over the past four years of college in one card. I decided to concentrate on how my study abroad paralleled with my campus time.

The card has the Beneficence Shield in the center with Shafer Tower and Frog Baby to her left and the Eiffel Tower and Big Ben to her right. The two towers flank the card, providing

a strong correlation between local and international monuments as well as giving the card a contained feeling. Frog Baby and the Eiffel Tower show the different uses of metal sculpture in monumental and recognizable forms. I also wrote a new tagline for the invitation to tie the study abroad theme into the freshmen even; "Your success can take you anywhere, We're glad it brought you to Ball State University."

As soon as Christmas break ended, I had my first meeting with the project team, including Tom Taylor, Mary Barr, Chris Munchel, and Ted Buck. They immediately approved the card and were thoroughly impressed with its parallelisms and intricate details. I then worked with UMC designer Mark Morris to perfect the text and get the paper printed. We used 11"x17" white paper for the interior portions and cardinal red paper with gold ink for the exterior portions of the cards.

The paper was finished and delivered February 5th, and I began production on the 250-300 cards. I used the laser cutter to raster or etch detail lines and then cut out the cards. This process took some time, a whole 15 minutes to cut out a sheet of four cards. After the laser cutter finished the cuts, I had to manually score the back of every card and place it into the red backing. As the work went on, I got more efficient and could soon score and pop-out four cards in about six minutes. By February 21st I had completed the original number of 300 cards. With two extra weeks, I decided to push on and by March 4th I had completed 400 cards, allowing UMC to invite more students to the event. The cards were delivered to UMC on March 4th where they put them in envelopes and mailed them out during Ball State's Spring break.

My honors thesis experience has been an amazing opportunity and capstone of my college career. I was able to create a challenging project that pushed the boundaries on one of my current passions, origamic architecture. I gained real-world experience by working with University Marketing and Communication and a better understanding of how their projects work, especially on tight deadlines. I am also using this experience as a test of my origamic architecture business idea to determine its feasibility. As a result of this semester, I will be pursuing this business plan next year and hoping to take the project to the next level.

Although the cards are complete, my honors thesis is not yet finished. I will be a part of the Honors College event sharing my experiences with the incoming freshmen. I'll talk about my study abroad opportunities, immersive learning projects and seminars in which I've participated, and speak about my honors thesis project. I feel that this event is very important for incoming students to understand the benefits of creating a unique college experience for themselves.

CREATIVE BRIEF
Invitations for 2008 Indianapolis Honors Welcome Reception
Ball State University Office of Admissions

PROJECT SUMMARY

Design and produce a unique, three-dimensional printed invitation to be sent to 250 to 300 admitted Honors College freshmen (current high school seniors) for Ball State University's Indianapolis Honors Welcome Reception, scheduled for the evening of April 14, 2008, at the Ball State Indianapolis Center.

GOALS/OUTCOMES

Through innovative design and compelling text, the invitation should:

- Attract newly admitted Honors College students in the Indianapolis area (with their families) to the Indianapolis Center reception.
- Communicate key information about the event to target students and request a response regarding attendance.
- Convey the excellence and innovation of the Honors College and Ball State University.
- Communicate the distinctive Honors College/Ball State student experience, including immersive learning, study abroad, and campus life.
- Demonstrate the creative opportunities and skills of Ball State students by involving an Honors College senior in the design and production process, satisfying requirements for the student's Honors College thesis/creative project.

PROJECT TEAM

Student Designer

Katie Marinaro, senior architecture major, Honors College student, and participant in the Institute for Digital Fabrication

Staff Designer

Mark Morris, graphic designer, University Marketing and Communications

Project Manager

Ted Buck, communications manager, University Marketing and Communications

Client Leadership

Chris Munchel, acting director of admissions; Tom Taylor, vice president for enrollment, marketing, and communications; Mary Barr, director of marketing communications

PROJECT SCHEDULE

December 3	Creative brief to project team (project manager)
January 10	Presentation of design concepts (student designer)
January 14	Approval of design direction (client leadership)
January 15	Invitation and envelope specs to Printing Services (staff designer)
January 18	File preparation (student designer) and text layout (staff designer)
January 22	Approval of text layout (client leadership)
January 23	Invitation and envelope files to Printing Services (staff designer)
February 1	Printed invitation pages to student designer for final production
March 7	Finished invitations delivered to client leadership (student designer)
March 10	Invitations, envelopes, mail list to Central Mailing (client leadership)
March 14	Invitations stuffed, processed, and mailed to target students



We're proud of your academic achievements!

President Jo Ann M. Gora and Dr. James Ruebel, Dean of Honors College, invite you and your family to celebrate your admission to Ball State's Honors College at a special reception.

Wednesday, March 7, 2007

Ball State Indianapolis Center

50 South Meridian Street

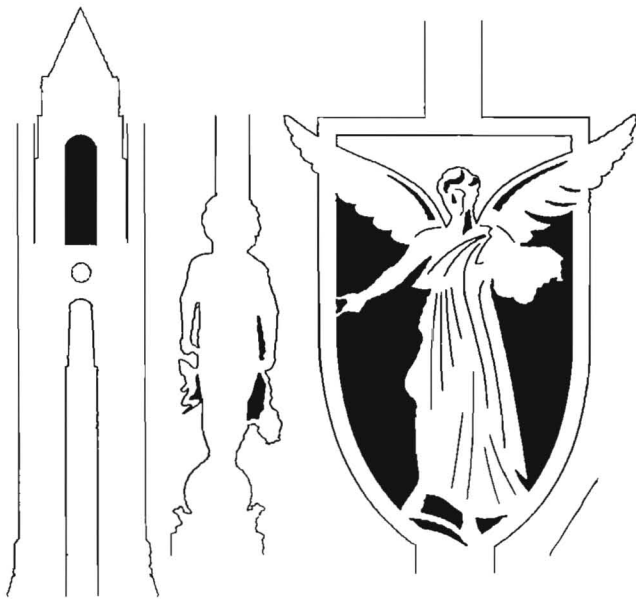
Indianapolis, Indiana

6:30 to 8:00 p.m.

Join Honors College students, faculty, and alumni as we recognize your accomplishments at our new downtown Indianapolis Center. Hors d'oeuvres and refreshments will be served.

Please RSVP to (800) 482-4278, ext. 4052, by March 5, 2007.

Previous year's invitation.



Your success can take you anywhere!
We hope it will bring you to Ball State.

Test run for laser cutting.

President Jo Ann M. Gora and Dr. James Ruebel, Dean of Honors College, invite you and your family to celebrate your admission to Ball State's Honors College at a special reception.

Monday, April 14, 2008
Ball State Indianapolis Center
50 South Meridian Street
Indianapolis, Indiana
6:30 to 8:00 p.m.

Join Honors College students, faculty, and alumni as we recognize your accomplishments at our new downtown Indianapolis Center. Hors d'oeuvres and refreshments will be served.

Please RSVP to (800) 482-4278, ext. 4052, by April 11, 2008

New text layout.

REQUEST FOR QUOTE

Printing quote.

Job No. 4190 **Date** 1/17/2008 **Designer** Mark Morris **Designer's Phone** 5-1567
Client Dept. Admissions **Printer Date** 1/24/2008 **Delivery** 2/4/2008

Job Title Yield Honors Indy Invitation **Quantity** 400 invites
UC Samples

Description See special notes below

FLAT SHEET **Flat Size** Insert: 11"x17", Cover: 5.437" x 8.437" **BOOK** **Cover** ☐ Self Cover ☐ plus Cover
Folded to No fold, no score **Number of Pages**
Other Information Cover = 5.437" x 8.437" (Qty 400) Insert = 11"x17" (Qty 100 sheets) - 4 inserts on 11x17 sheet

COLOR **Side One** 2 **Side Two** 0 **COATING** Coating files is the responsibility of the printer.
4-Color Process ☐ Yes ☒ No ☐ Aqueous ☐ Overall ☒ Gloss
PMS 199 **Ink Coverage** ☐ Heavy Coverage ☒ Varnish ☒ Spot ☐ Dull
Black ☐ Bleeds ☐ UV ☐ Satin
873 Gold Metallic ☐ Screens

Other Information Cover: PMS 873 gold metallic ink (may require 2 hits + spot gloss varnish), Spot gloss varnish all PMS 873 metallic ink.
Insert: PMS 199 and black - 1 side.

ART/PROOFS Trapping is the responsibility of the separator/printer.

Line Screen 175 min **Proofs** ☒ Blueline ☐ Composite
☐ Random ☒ PressProof

Please return all files (original and final output) on a CD/DVD to University Marketing and Communications.

Art Live

Live Instructions

Information

Number of Scans

FPO Instructions

PAPER	Weight	Cover/Text	Name	Color	Finish
Cover	65#	Cover	Domtar Hots	red	vellum
Text					
Insert	80#	Cover	Accent Opaque	white	smooth

Paper Info

FINISHING

Perforate **Binding**
Score
Die Cut

PACKAGING

Quantities of

Printer to label each box with:

- Name of publication
- Date of printing
- Number of pieces in package
- Number of packages in box

University Marketing and Communications
AC 224
Ball State University
Muncie IN 47306

REQUEST FOR QUOTE

Continued

Phone (765) 285-1560
Fax (765) 285-5442

Job No. 4190 **Job Title** Yield Honors Indy Invitation

NOTES Red Cover will print 1 to 2 hits PMS 873 + spot gloss varnish. Final trim will be 5.437" x 8.437" with no score or fold.
White Insert will print PMS 199 and black (1-side) with 4-up on an 11x17 sheet. Printer will NOT trim, score, or fold these sheets.

**THUMBNAIL
SKETCH**

Job to be supplied on disk using Quark 6.5 (Mac). Minimum printing standards. Registration; variation of no more than a half row of dots; folds -- variance of 1/16 inch or less; type density -- variation of no more than 3 percent. Hickies, offsetting, poor ink trapping, piling, and moirés are unacceptable. Printer to take care of all trapping.

Purchase order number must be clearly printed on all packages. Materials are to be wrapped in dustproof packages with contents and number of pieces clearly marked on all package ends.

Deliver _____ samples to Julie Swan, University Marketing and Communications, AC 224 by 3 p.m. on _____

Deliver balance on next business day after University Marketing and Communications approval to **AC 224** _____.

Return all working materials to Julie Swan at University Marketing and Communications upon completion of job. Overruns or underruns not to exceed 5 percent will constitute acceptable delivery.

Please fax quotations to ☐ Marketing and Communications (765) 285-5442 ☐ Tim Hagen (765) 285-5505 ☐ by 10 a.m. on _____

Quotations submitted after this time and date will not be considered.

You may contact _____ if you have any questions about these specs.

This request for quote does not constitute a contract and simply is a request for a price quotation on this job.

Ball State University reserves the right in its sole discretion to reopen the process of seeking additional quotations for this job.



A person is shown from the side, focused on scoring the back of a paper template. Their left hand holds the paper steady while their right hand uses a pen to make a line. The template features a complex cutout design of a building. The workspace is a wooden table with various papers and a laptop in the background.

Score the back.



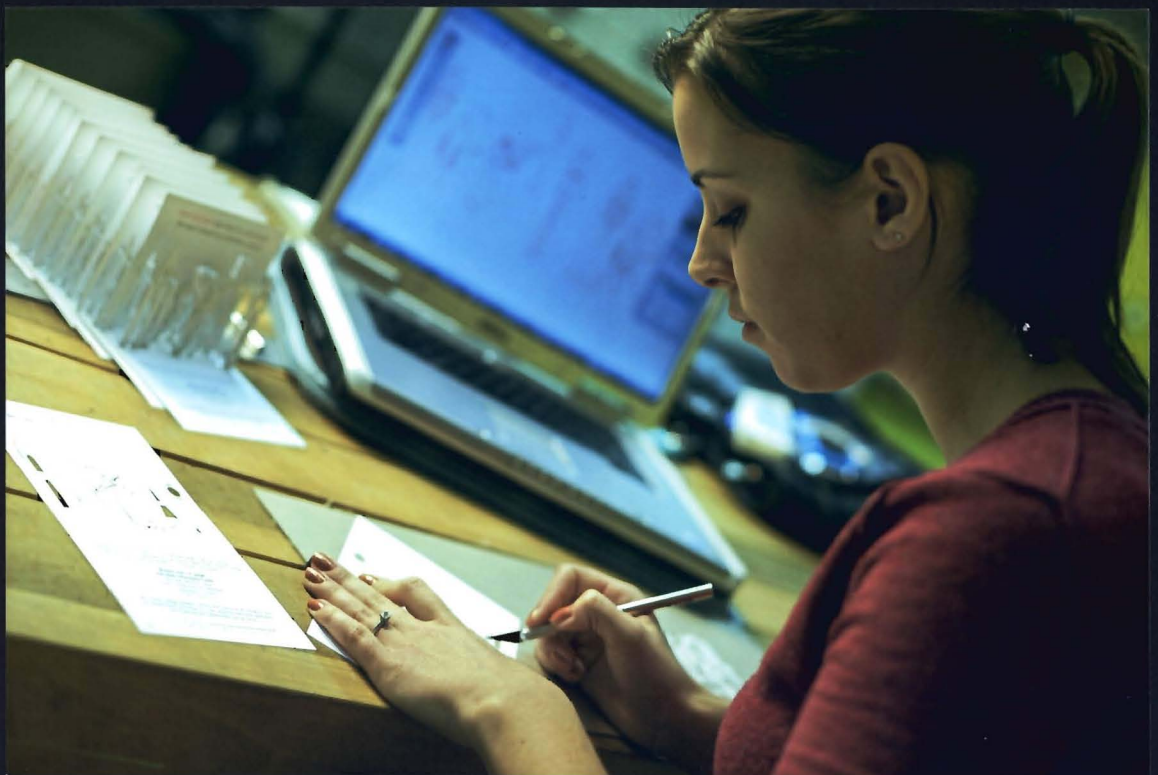
The person is now using their fingers to carefully lift the cutout design from the back of the paper. The design is partially detached, showing the intricate details of the building's facade. The background remains the same wooden table with papers and a laptop.

Partial pop-out.



The cutout design is now fully detached from the paper. The person is holding the completed paper sculpture, which is a detailed representation of a building's facade. The background shows the same workspace with the wooden table, papers, and laptop.

Full pop-out.





CELEBRATE + HONORS